

ORDER

KSNV

Orders

Order / Rev: 107102
 Alt Order #: 06858425
 Product Desc: PAT MAJORITY USA
 Estimate: 1884
 Flight Dates: 09/27/12 - 10/03/12
 Original Date / Rev: 10/01/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Patrol Majority *Revised*
 Demographic: A35+
 Product Codes: PLI1
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	25	\$45,400.00	\$38,590.00
10/01/12	10/03/12	40	\$48,550.00	\$41,267.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$45,400.00	\$38,590.00	0.00
October 2012	40	\$48,550.00	\$41,267.50	0.00
Totals	65	\$93,950.00	\$79,857.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$93,950.00
Market	100%	\$335,535.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$77,173.21
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$80,528.57
KTUD	0%	\$0.00
KVVU	20%	\$67,107.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,776.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagners	430a-5a	MTWT--S		:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWT--S					3	\$200.00		0.00			
2	KSNV	09/27/12	10/03/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$325.00		0.00			
3	KSNV	09/27/12	10/03/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$325.00		0.00			
4	KSNV	09/27/12	10/03/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$500.00		0.00			
5	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$525.00		0.00			
6	KSNV	09/27/12	10/03/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$600.00		0.00			
7	KSNV	09/27/12	10/03/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$600.00		0.00			
8	KSNV	09/29/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$675.00		0.00			
9	KSNV	09/29/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS					1	\$750.00		0.00			
10	KSNV	09/27/12	10/03/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$750.00		0.00			
11	KSNV	09/27/12	10/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					2	\$900.00		0.00			
13	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$900.00		0.00			
14	KSNV	09/27/12	10/03/12		CM	4-5pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

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24	KSNV	10/03/12	10/03/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
LAW AND ORDER SVU															
25	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$4,000.00		0.00			
26	KSNV	09/30/12	09/30/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
SUN NT FB: SD @ N ORLEANS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$14,000.00		0.00			
27	KSNV	10/01/12	10/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTW----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----		1				\$900.00		0.00			
													Totals	65	\$93,950.00